

REMARKS/ARGUMENTS

In response to the Examiner's Advisory Action of July 7, 2009 the Applicant respectfully submits the accompanying Request for Continued Examination and Amendment of claims, and the below Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to specify in the body of the claim that the method includes sensing at least one coded tag of a plurality of coded tags tiled across the interface surface, each coded tag encoding data on an identity of the product item and an identity of a region of the product item on which that coded tag is tiled and having a structure which enables sensing and decoding of said encoded data at any orientation of the interface surface, generating, using the sensed coded tag, indicating data indicative of the product item and region identities, and transferring the indicating data to a computer system, the computer system being responsive to the indicating data to update product status information stored in a data store based on the product item and region identities. Support for these amendments can be found at page 39, line 23-page 43, line 11 and page 87, lines 1-15 of the present specification; and

dependent claims 3, 9-13, 16-20 and 38-42 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

Regarding Continuation of 11

It is respectfully submitted that the amendment of independent claim 1, and therefore claims 3, 9-13, 16-20 and 38-42 dependent therefrom, addresses the Examiner's helpful points of discussion.

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,



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